

Old Florida Heritage Highway CMC Meeting Minutes March 15, 2012

Present: Scott Richardson [President & Evinston Resident]; Todd & Jessica Baker [Evinston Residents]; Bryna Zhou [UF Tourism graduate student]; Debrah Miller [FDOT District 2 scenic byway coordinator]; Linda Duever [Marion County byway advocate]; Kathleen Pagan [County GM], Chris Zeigler [County Public Works]; Bob Finck[Atkins, FDOT consultant].

- **Call to Order / Introductions / Approval of February 2012 Minutes-** Due to extension of the earlier subcommittee meeting, at approximately 6:15 pm Scott called the general CMC meeting to order. There was a motion to accept Feb. minutes with a 2nd -consensus approval of minutes.
- **Chairman's report** – Regarding 501(c)(3) designation status, Scott has still received no recent news.
Post Office Box renewal fee was paid, although late.
- **Byway Assessment Subcommittee Meeting-** Prior to the CMC meeting today, Scott, Debrah, Kathleen, Bob, Todd and Jessica met to discuss a questionnaire included with the *Assessment Tools for Byways* provided by the America's Byways Resource Center. Each question is organized around topics of fundamental importance for the sustainability of the CMC and includes five answer choices that can be used to assess the current state of the byway organization (CMC).

A goal of this assessment is to expand the CMC's thoughts about what is important in keeping the energy, excitement, strength, and efficiency of the byway management entity at optimal capacity. Each attendee reviewed the assessment independently before the meeting, and then worked as a team to discuss each question before arriving at a group response and potential action for improvement/mitigation. The questionnaire is organized into 6 sections, of which the Committee completed one and a half at this meeting. The remaining sections will be completed at subsequent committee meetings and Bob will create a summary of the discussion from each meeting to present to the CMC once complete. The committee would like for the CMC to utilize this information in the future in order to prioritize tasks that the CMC will need to take on for continued sustainability of the organization.

- **Discuss Speaker's Bureau-** Scott made a presentation March 6 to a group of approximately 60 members of the Gator City Kiwanis Club. The PowerPoint was provided by Bob, and Scott emphasized the community engagement benefits of our byway. His remarks were well received and we thank Ashley for arranging this at his club. All persons may suggest groups with interest in hearing a presentation about the byway.
- **Event Planning**
 - Photography Contest – Prizes were discussed and thanks to NW Seafood, Cookies & Cream and the FL DEP/Park Service for donations. Jessica will finalize the flyer and Scott will confirm the Fish Fry date and location. Once this is done the contest announcement will be made. FDOT/Debrah provided print copies of the entry forms and byway map to Jessica. Kathleen will check on details to participate and promote the contest at HIPP 'Community Voices' event April 23.
 - Micanopy Historical Battle Commemoration- June 9- Bryna is attending planning meetings.
 - Fish Fry – Aug. 2 (Tentative)- Scott will contact Paynes Prairie staff to confirm.

- **Fundraising** Grant opportunities- Kathleen noted she has submitted a wildflower resolution to a meeting agenda for the County Commission. This resolution is a pre-requisite for grants from the Florida Wildflower Foundation, and once the byway is a non-profit this grant is a possibility. Chris recommended project budgets greater than \$1000 due to costs of wildflower preparation, seeds and maintenance (verify). Linda noted that the Master Plan includes some project information for wildflowers planting. Chris recommends prioritizing the wildflower locations. Debrah noted the possibility of working with FDOT District staff to coordinate wildflower program, but also that the current FDOT budget only allows large trees and sod.

County staff report- Wildflower Resolution submitted to March 27 County agenda.

FDOT District 2 Scenic Highway Coordinator Report- Debrah noted the Byways Center Economic Impact Tool.

William Bartram Byway will have a special training about fundraising and marketing provided by the America's Byways Resource Center staff Wayne Gannaway and Laura Dorth. The dates are April 10-12, 10am- 4pm. The location is St. Johns County Resource Center on Race Track Road. The cost is \$10/day or \$25 for 2 or 3 days. Kathleen asked for details when the program will be the general information. (Note: This Info provided to VisitGainesville staff)

- **Round Table Discussion-** Scott asked that the April Agenda include new brochure discussion. Linda discussed possible application for 'Horse Country Byway' in Marion County when FDOT opens process for applications and discussion followed. Kathleen noted Prof. Peggy Carr requested that Jubilee Road be added to OFHH.

Bob announced the Black Bear Byway Annual Festival March 31.

Linda announced the Marion County Farmland Preservation Festival April 28-
<https://sites.google.com/site/farmlandpreservationfestival/>

Next meeting- April 19, 6pm, Evinston UMC Fellowship Hall, immediately following 5pm Subcommittee for discussion of Byways Assessment Tool.